# RESEARCH PLAN PROPOSAL

## Impact of Social Media Marketing on Tourism Industry in Rajasthan

For Registration to the Degree of

Doctor of Philosophy

**IN THE FACULTY OF COMMERCE & MANAGEMENT**

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**Submitted By:**

Shivali Bhambri

Enroll.No:IISU/2017/24551

**Under the Supervision of:**

Dr. Akshita Jain

Assistant Professor

Department of Business Studies

**Under the Co-Supervision of:**

Dr. Ruchi Jain

Associate Professor

Department of Business Studies


**Department of Commerce**
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## Introduction

In simple terms social media marketing is use of social media sites for the promotion of a product or service. In other terms **Social Media Marketing (SMM)** is a form of internet marketing that utilizes social networking websites as a marketing tool. The basic purpose of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

The basic platform of social media marketing is social networking sites and mobile phones. The social networking sites give a platform to both the producer and consumer to interact with one another. The communication between both becomes much easier than the tradition advertising. Social networking sites act as a word of mouth or better said e-word of mouth. The internet's ability to reach billions across the globe has given word of mouth a powerful voice and far reach. The social networking sites give the user an opportunity to post and repost about the products which allow the promotion of the products. By repeating the message the user's connections are able to see the message, therefore reaching more people, this way more traffic is attracted towards the product/company. The social networking sites help to build up a virtual communities that allow consumer to share their needs, wants and values online. Social media than connects these consumers to the businesses that share the same wants, need and values. Through social media sites the businesses can keep in touch with individual followers. In 2014, over 80% of executives identified social media as integral part of their business.

Another major platform is mobile phones. More than billion people are there on internet. The usage of internet has rapidly increased over years. Mobile phone usage is comparatively easily for the use of social media marketing as internet gives the opportunity of getting access to immediate web browsing and access to social networking sites. Mobile phones have grown at a rapid rate, fundamentally altering the path to purchase process by allowing consumer to easily gain the pricing and information about the product.

## Purpose and tactics

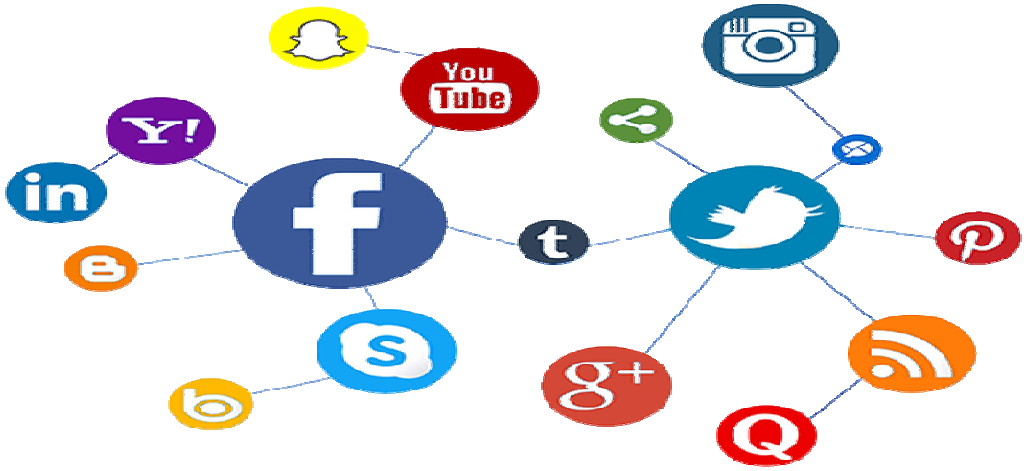
The main purpose of social media marketing is as a communication platform with the people who are interested in their products and makes visible to them who have no knowledge about the products. This allows companies to create buzz and learn from the target customers. This is the only media that allows fingering the decision making of the consumer at every stage of the buying

process. Social media has changed the ways that companies approach to interact to consumers, as a substantial percentage of interactions are now being carried over online platforms which have higher visibility. Customers can now post reviews of products and services, rate customer services and ask questions or voice concerns directly to the companies through social media platforms which allow companies to build trust with the customers. To this end, companies make use of platforms like Twitter, Facebook, Instagram and many other platforms as they have very less or even no cost.

## Marketing techniques

Social media marketing uses social networks, the two basic techniques use by social media marketing are the **consumer's online brand-related activities (COBRA)** and **electronic word of mouth (e-WOM)** to successfully advertise online. Social networks such as Facebook, Twitter, Instagram, provides advertisers to know likes and dislikes of their consumers which help them to know there target audience. This in return helps business to know what to advertise in order to gain attention of their target audience. Activities like posting a picture of latest I-Phone bought are the example of **COBRA.** Example of **e-WOM** would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in positive review which would result into a free advertising via social media. However, a negative review would harm the reputation of the hotel. The online review and recommendations are convenient manner to have a product promoted via 'customer-to-customer interactions.

**Various platform of social media marketing**




**(Source: www.kisspng.com, Google images)**

## Twitter

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines. Tweets can contain text, Hashtag, photo, video, Animated GIF, Emoji, or links to the product's website and other social media profiles, etc. Twitter is also used by companies to provide customer service.Some companies make support available 24/7 and answer promptly, thus improving brand loyalty and appreciation.

## Facebook

Facebook pages are far more detailed than Twitter accounts. They allow a product to provide videos, photos, and longer descriptions, and testimonials as other followers can comment on the product pages for others to see. Facebook can link back to the product's Twitter page as well as send out event reminders. As of May 2015, 93% of businesses marketers use Facebook to promote their brand. A study from 2011 attributed 84% of "engagement" or clicks to Likes that link back to Facebook advertising.By 2014, Facebook had restricted the content published from businesses' and brands' pages. Adjustments in Facebook algorithms have reduced the audience for non-paying business pages (that have at least 500,000 "Likes") from 16% in 2012 down to 2% in February 2014.

## LinkedIn

LinkedIn, a professional business-related networking site, allows companies to create professional profiles for themselves as well as their business to network and meet others.Through the use of widgets, members can promote their various social networking activities, such as Twitter stream or blog entries of their product pages, onto their LinkedIn profile page.LinkedIn provides its members the opportunity to generate sales leads and business partners. Members can use "Company Pages" similar to Facebook pages to create an area that will allow business owners to promote their products or services and be able to interact with their customers.

## Whatsapp

WhatsApp was founded by Jan Koum and Brian Acton. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world. WhatsApp started as an alternative to SMS. WhatsApp now supports sending and receiving a variety of media including text, photos, videos, documents, and location, as well as voice calls. WhatsApp has a customer base of 1 billion people in over 180 countries.It is used to send personalized promotional messages to individual customers. It has plenty of advantages over SMS that includes ability to track how Message Broadcast Performs using blue tick option in WhatsApp. Companies started using this to a large extent because it is a cost effective promotional option and quick to spread a message. Still, WhatsApp doesn't allow businesses to place ads in their app.

## Instagram

In May 2014, Instagram had over 200 million users. The user engagement rate of Instagram was 15 times higher than of Facebook and 25 times higher than that of Twitter. According to Scott Galloway, the founder of L2 and a professor of marketing at New York University's Stern School of Business, latest studies estimate that 93% of prestige brands have an active presence on Instagram and include it in their marketing mix. When it comes to brands and businesses, Instagram's goal is to help companies to reach their respective audiences through captivating imagery in a rich, visual environment. Moreover, Instagram provides a platform where user and company can communicate publicly and directly, making itself an ideal platform for companies to connect with their current and potential customers.

## Snapchat

Snapchat is a popular messaging and picture exchanging application that was created in 2011 by three students at Stanford University named Evan Spiegel, Bobby Murphy, and Reggie Brown. The application was first developed to allow users to message back and forth and to also send photographs that are only available from 1-10 seconds until they are no longer available. The app was an instant hit with social media members and today there are up to 158 million people using snapchat every single day.It is also estimated that Snapchat users are opening the application approximately 18 times per day, which means users are on the app for about 25-30 minutes per day.

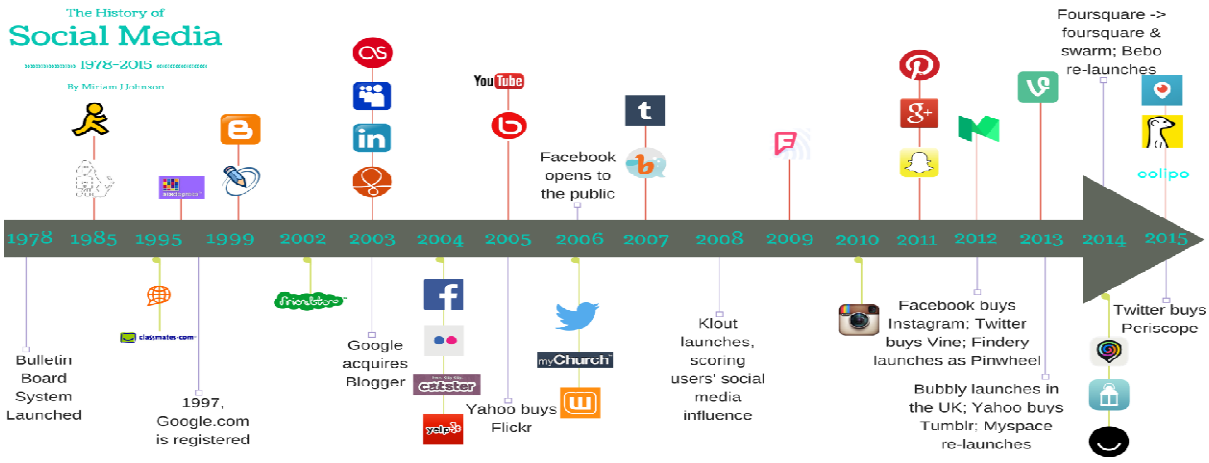
## YouTube

YouTube is another popular avenue; advertisements are done in a way to suit the target audience. The type of language used in the commercials and the ideas used to promote the product reflect the audience's style and taste. Also, the ads on this platform are usually in sync with the content of the video requested; this is another advantage YouTube brings for advertisers. Certain ads are presented with certain videos since the content is relevant.

## Blogs

Platforms like LinkedIn create an environment for companies and clients to connect online. Companies that recognize the need for information, originality/ and accessibility employ blogs to make their products popular and unique/ and ultimately reach out to consumers who are privy to social media.Blogs allow a product or company to provide longer descriptions of products or services can include testimonials and can link to and from other social network and blog pages. Blogs can be updated frequently and are promotional techniques for keeping customers, and also for acquiring followers and subscribers who can then be directed to social network pages.

## Emergence of social mediamarketing




**(Source: By Miriam J Johnson)**

Before the social media boom, marketers thought that social media marketing is another fad that would soon likely pass, something in the vein of networking scam. But when Facebook started attracting the attention in the year 2004, more and more marketing strategies started evolving. Social media has given many startups and established business to gain more attention through the help of social media marketing, without including much of cost.

Before there was social media the netizens, in early 1970s and 1980s spend more of their time on dating websites and online forums. The dot-cum bubble in 1995-2000 was a critical event that allowed internet to become a viable marketing tool. With the emergence of search engines like Google, yahoo and MSN's companies turned to SEO strategies to be on the top list of the search results.

In 2003-2004 with arrival of social networks like Facebook, LinkedIn and Myspace initiates the shift of internet users from multiplayer online games into social networking sites. Eventually, businesses picked up on positives of social media site presence on e-commerce and started creating their own profiles on the popular networking sites.

Nowadays, over 90% of marketing executives utilize social media as a part of their marketing strategies and successful businesses utilize social media marketing for branding, lead generation, customer retention research and e-commerce. Not only social media manage to significantly reduce marketing expenses and the time needed to market products and services, it also increased

the effectiveness of marketing and overall customer satisfaction. 83% of customers who post complaints on the brand's social site like twitter and get a reply say that they are satisfied. This has helped many of the companies retain their customers, resulting to increased exciting customer transactions.

## Tourism

Tourism is travel for pleasure, business, or other activities related to education or medical help even. **Tourism in India** is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated15.24 lakh crore (US$220 billion) or 9.4% of the nation's GDP in 2017 and supported 41.622 million jobs, 8% of its total employment. The sector is predicted to grow at an annual rate of 6.9% to 32.05 lakh crore (US$470 billion) by 2028 (9.9% of GDP).

Over 10 million foreign tourists arrived in India in 2017 compared to 8.89 million in 2016, recording a growth of 15.6%. Domestic tourist visits to all states and Union Territories numbered 1,036.35 million in 2012, an increase of 16.5% from 2011.In 2014, Tamil Nadu, Maharashtra and Uttar Pradesh were the most popular states for tourists.

Delhi, Mumbai, Chennai, Agra and Jaipur have been the five most visited cities of India by foreign tourists during the year 2015. Worldwide, Delhi is ranked at 28 by the number of foreign tourist arrivals, while Mumbai is ranked at 30, Chennai at 43, Agra at 45, Jaipur at 52 and Kolkata at 90.

## How social media has transformed tourism marketing

**(Source: www.tourismschool.com)**

Social media has fundamentally changed the way that many companies communicate with and market to their target demographics. For the travel and hospitality sector, in particular, the rise of the internet and the increased popularity of social channels have altered travel marketing. From the way that traveler's research potential destinations to the activities that they participate in once they arrive, the new ways that consumer use social media to make purchasing decision has influenced tourism marketing from start to finish.

The most profound change that social media has made to the tourism marketing is the democratization of online review's. Most of the people before choosing their next travel destination see the post or reviews on different social network posted by their peer and then make their decision for the holiday they are planning. People earlier also liked to share their videos and photos with other people and now social media has given them a platform for doing same, this helps to build peer-to-peer content that serves to inspire potential guest. Not just the people planning a travel get help from the sharing of the peer but the companies have also started sharing the pictures of their destinations in order to attract the consumers. The social media has also helped in enhancing the customer service as most of people right for queries and place some complaints in return the customers expect that they would get immediate reply for their queries or complaints. The other transformation done by social media is the rephrasing the travel agencies. Social media has forced the brick and mortar shops to get on social media as most of the bookings are done through the online portal and by considering social media. The other thing transformed by the social media is the change in loyalty programs as most the customers take part in the loyalty

programs in order to earn some benefits from these programs. The travel companies now can see the post or the hashtags used by the travelers in order to see the loyalty of the travelers and then reward them according to it. The social media has really transformed the tourism business in many terms and helped in their business to grow.

**List of places to be visited in the state of Rajasthan**

- Dausa
- Dholpur
- Tonk
- Karauli
- Hanumangarh
- Bhilwara
- Shriganganagar
- Shekhawati
- Baran
- Pali
- Jalore
- Barmer
- Nagaur
- Sawaimadhopur
- Bharatpur
- Udaipur
- Pushkar
- Kota
- Jodhpur
- Jhalawar
- Jaisalmer
- Jaipur
- Dungarpur
- Chittorgarh
- Bundi
- Bikaner

- Banswara
- Alwar
- Ajmer

**(Source: www.tourism.rajasthan.gov.in)**

## Review of literature

**Year wise division of reviewed research paper:**

| Year | No. of Research Paper |
|---|---|
| 2010-2012 | 10 |
| 2013-2015 | 8 |
| 2016-till date | 2 |

**Geographical Area Covered in the Review:**

| National Journals | International Journals |
|---|---|
| 13 | 7 |

Social media has emerged as exiting platform for sharing and consuming information. Increasing numbers of consumers are posting reviews and ratings and their holiday related experience through social media **(Nikita Singhal, 2018)**. Social media provides various platforms to different stakeholders to communicate and exchange information among them. Due to its dynamics and viral capability, tourism businesses need to formulate some guideline or framework before start using Social Media. Tourism department can leverage all information including special events, destination, and travel stories (text and multimedia both) using social media. Tourism department also needs to ensure that challenging factors (incomplete information and less responsiveness) are minimized, as this will result in positive feedbacks by tourists on consumer review sites. Additionally, tourism ministry can develop better policies and practices in terms of social media to extant markets. It might lead to develop better services based on travelers' choices in a dynamic manner **(Rathore, A. K., Joshi, U. C., &Ilavarasan, P. V. 2017).**Travel and tourism is one of the most promising sectors in the world, and information is extremely important in this industry. These days, the way of traveler in utilizing this information throughout their travel decision making process has changed. The broad development of Information and Communication Technology

especially in tourism industry is one of the factor which made this change happened. It is mainly associated with the emergence of social media as one of the Web 2.0 platform, which offers interactivity to users. **(NindytaAisyahDwityas, RizkiBriandana, 2017).** In dynamic market environment, distribution channels, marketing activities, diversification strategies, and food quality are increasingly important. Innovation in social networking media has revolutionized the world in 21st Century. Social networking media presents potentially opportunities for new forms of communication and commerce between marketers and consumers **(Vukasovič, T. 2015).** Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as online communities, to generate content and to network with other users. The study of social media can also identify the advantages to be gained by business **(Hajli, M. N. 2014).** The usage of Social Media is increasingexponentially to satisfy the social needs of internet users, at the same time it has also increased the opportunities for corporate to market their products & services in a personalized way. The past record shows that social media has contributed significantly in changing the perception of customers in buying process. Organizations can‘t ignore the growing importance of social networking sites on the buying behavior of customers**(Motwani, D., Shrimali, D., & Agarwal, K. 2014).** Social networking site provides with a platform for people to connect with each other. Social networking sites are so versatile that they can be used as both leisure and business.In the tourism industry, social networking sites are one of the essential tools that play an important and beneficial role **(Yazdanifard, R., & Yee, L. T. 2014).** The role that the media are playing in the various aspects of life is becoming increasingly greater day by day, especially in spheres like social interaction, and cultural and educational aspects of our life. As archaeological monuments can articulate the traditions, customs and heritage of the past, the media can in its turn clarify today's values and civilizations of the different countries and hence attempt to correct any widespread erroneous information. Both the media and archaeological monuments have messages and missions with various dimensions. The media contribute greatly in activating tourist attractions. Media are playing an important role in the growth, development and promotion by creating a better awareness and understanding to cater to the needs and requirements of domestic and international tourist as one knows is every traveler is a ‘potential’ tourist, It depends upon the campaign ofprofessionalsof the industry to tap this potential andconvert the ‘potential’ into the ’actual’tourist**(Dr. S. Praveen kumar, 2014).**With the growth in the world of marketing many people have entered the world of social media. The marketers are using web mailing and have even created their websites and are into social media. But with the changing world the need of new models of rose one of it is the pinball metaphor **(Hennig-Thurau, T., Hofacker, C. F., &Bloching, B. 2013).** Social media allows a direct communication of the brand to the consumers and the prospect buyers (**Vinerean, S., Cetina, I., Dumitrescu, L., &Tichindelean, M. 2013).**Social media is an important communication tool that people use to connect to other people or organization. People use social media to share their experiences, reviews, information, advice, warnings, tips and/or any kind of issues that are interesting to their “connection” or friends. This information is a helpful source, which may influence consumer’s decision-making **(Sema, P. 2013).**Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities **(Bajpai, V., Pandey, S., &Shriwas, S. 2012).** Social media has risen to a great level in India since last few years. Marketers in the west have already taken advantage of Social Media. But Indian marketers are still lagging behind in this foray **(Pandya, K. 2012).** There are several tools like word of mouth marketing, customer relationship management, search engine, viral marketing, guerilla marketing, event-based

marketing and social media marketing but all these are the individual isolated models **(Castronovo, C., & Huang, L. 2012).**Social media is getting more prevalent in the tourism business as there is some intangibility in the products served for tourism business. The social media is popular as it helps to communicate the information from one person to other. The social media is considered to be an older version as people earlier asked their friends and relatives about one or other products or service now they can directly get the information through social media **(Pan, B., &Crotts, J. C. 2012).**Over the years, online marketing has grown in importance in the tourism industry. This media space offers companies throughout the tourism value system numerous marketing tools, one of the most recent being social media. Social media allows companies to interact directly with customers via various Internet platforms and monitor and interact with customer opinions and evaluations of services. **(Hvass, K. A., &Munar, A. M. 2012**). **S**ocial media provides a platform for consumers to publicize their personal evaluations of purchased products and facilitates word of mouth communication. The consumers gets effected with people who put reviews which effect the purchase behavior of other people**(Chen, Y., Fay, S., & Wang, Q. 2011).** Small and medium tourism enterprises are thus urged to rapidly move to a more favorable technological stance. Most, if not all, the adoption issues commonly quoted may find a solution in a firm increase in collaborative and cooperative attitudes which, as long shown, may overcome the weaknesses and deficiencies of single organizations **(Milano, R., Baggio, R., &Piattelli, R. 2011).** Social media platforms can facilitate direct communication among businesses and consumers. There has been a rise in the number of people who participate in Web 2.0 activities and one estimate puts it up to 100 million. Impact of social media, Web 2.0, or what is known in tourism literature as Travel 2.0 is also being increasingly discussed and it takes a wide variety of focus **(Dwivedi, M., Yadav, A., &Venkatesh, U. 2011).** The use of internet has been increased and is useful in travel information. The internet has become the most important platform in order to enhance the tourism industry and even promoting the industry **(Xiang, Z., &Gretzel, U. 2010).** It is evident that the generations are becoming more and more attuned to surfing for the needs rather than to physically look for them. The pace of life has become so fast paced, that very few have the leisure time to interact socially physically and it has become more convenient as the communication is immediate and rapid which saves time ,money and the wait period **(Gururaja, R.)**

## Table No. 2: Reviewed Papers/ Articles

| Year | S.NO | Title of paper | Publication details | Research methodology | Major Findings | Research Gap |
|---|---|---|---|---|---|---|
| 2018 | 1. | Impact of social media on consumer attitude and purchase decision in travel and tourism industry. | International journal of management, IT and engineering. | Descriptive study. | • The researcher has shown the study based on the benefits of social media marketing to the consumers with the help of information provided and shared on the networking sites.<br>• The researcher has even shown the influence of same on decision making. | • The major things not considered are that the consumer does not share complete informatio n which effects the decision making of a consumer. |

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| 2017 | 2. | Social media usage for tourism: A case study of Rajasthan tourism | Information technology and quantitative management. | Descriptive study. | • The researcher has shown the impact of social media on tourism.<br>• The model used by the researcher has constraints on reaching the potential consumers. | • The major observation made is that only Rajasthan is taken into consideration and other models can also be developed to study the impact on tourism. |
| 2017 | 3. | Social Media in travel decision making process. | International Journal of humanities and social science | Descriptive study. | • The study has shown that the social media has given a new platform where the consumers can have a look before making any decision. | • The researcher has given the reasons that help the industry by using social media marketing and various |

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| | | | | | | models can be formed in order to improve. |
| 2015 | 4. | Brand developing relationships through social media. | Management knowledge and learning | Descriptive study. | • This paper has shown that the social media is now-a-days platform for advertisement and campaign as most of the young generation indulges in more use of it which helps in creating awareness and advertising the products as well. | • This paper has shown that the social media is now-a-days platform for advertisement and campaign as most of the young generation indulges in more use of it which helps in creating awareness and advertising the products as well. |

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| 2014 | 5. | Impact of social networking sites on hospitality and tourism industries. | Global journal of human-social science: E-economics | Exploratory study. | • This paper shows that social networking sites can be used for both leisure and business.<br>• In hospitality and tourism industry social networking sites are important for marketing and can have positive or negative impact. | • The researcher has only taken into account one factor into considerati on that is targeting consumer whereas there can be other factors. |
| 2014 | 6. | A study of the impact of social media on consumers. | International journal of market research | Descriptive study. | • In this the writer has shown that trust and perceived usefulness influence the intention to | • The writer has only taken up few factors which affect the intention to buy |

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| | | | | | buy. | whereas there are many other factors which affect the intention to buy. |
| 2014 | 7. | Customer's attitude towards social media marketing. | Journal of business management & social science research | Descriptive study. | • In this paper they have shown that majority of people are aware about social media so it can be used for brand promotion.<br>• They have even shown that people find social media marketing more interesting and innovative than the old | • The researcher has shown a significant growth in the internet users and even shown that people are aware about the social media but they have failed to show whether people consider the social |

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| | | | | | and traditional methods of advertisement. | media marketing for the brand preference or not it just creates awareness. |
| 2014 | 8. | Role of media in the promotion of tourism industry in India. | Global review of research in tourism, hospitality and leisure management. | Exploratory study. | • The researcher has shown the need of the customer in order to get the trustful source of information in order to make their travel plans and even has shown the role media is playing in promoting tourism. | • In this paper the researcher has shown the way media helps in promoting tourism but has not considered social aspect of promotion being used in tourism industry. |
| 2013 | 9. | Marketing the pinball | Journal of interactive | Exploratory | • In this the researcher | • The observatio |

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| | | way: understanding how social media change the generation of value for consumers and companies | marketing | study. | has shown that earlier marketing and maintaining customer relationship were like bowling in which there was no complex issues but a straight game to play but with the change in time the things are getting complex and a new model of pinball has been introduced which maintain the relationship with the customer by | n made is that there is a fast changing things in the field of marketing with that one has to take up new models and steps to be competitiv e in the world. The researcher has not shown the other factors than customer relationshi p which are affected by the change in the world of |

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| | | | | | using the new ways of marketing which include social media. | marketing. |
| 2013 | 10. | Popularity of brand posts on brand fan pages: an investigation of the effect of social media marketing. | Journal of interactive marketing | Exploratory study. | • In this research paper the researcher has shown the effect of the brand fan page in the brand popularity.<br>• The basic things he has shown is that how one comment or a person who is following the brand page and is liking or commentin | • The observation made in this paper is that the researcher has taken up few brands and few factors which can effect.<br>• The spread of the products is also limited to a particular number.<br>• The major |

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| | | | | | g influence the other people who follow the page but are not too involved with the products.<br>• The researcher has taken up 11 internationa l brands of 6 different categories and has shown the results comparing the variables. | lack in this paper is that it has only taken up a single social media where the people like and comment on the brand fan page. |
| 2012 | 11. | Social media marketing: strategies and its impact | International journal of social science & interdisciplinary research | Exploratory research. | • Each social platform has their own ecosystem. The difficult part is | • The researcher has given several strategies which can be adopted to create a |

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| | | | | | making community to do something rather than creating a presence.<br>• Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. | platform for making a proper use of social network sites.<br>• There can be many other methods and areas which can be covered in order to have a better use of social media marketing. |
| 2012 | 12. | Social media in an alternative marketing communication model. | Cristina Castronovo | Exploratory study. | • The researcher has been successful in creating a model which would help the company's to know the better | • The model formed by the researcher can be used on several small scale industries or other fields |

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| | | | | | application of various marketing strategies together.<br>• The researcher has shown that the social media is the key which can be used for applying other marketing strategies also. | which have not been using marketing strategies more. |
| 2012 | 13. | Theoretical models of social media, marketing implications, and future research directions | Bing Pan | Secondary data. | • The researcher has taken up some of the theories for validating the social media.<br>• He has taken up theories like word of | • There are further areas which need to be covered for a better view of social media. The data mining or the review |

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|---|---|---|---|---|---|---|
| | | | | | mouth, social exchange theory, social network analysis, purchase funnel and social media. | of database of several sites can help to get better view of social media. |
| 2012 | 14. | Social media marketing in India-creating new ground work in marketing innovation | International journal of multidisciplinary management studies | Exploratory study. | • In this paper what they have shown is that social media helps in engaging customers and various companies use it for creating awareness about the products they offer and social media has an impact on business and marketing. | • What I have reviewed is that they have shown the relation between the social media and awareness it creates but they have not shown any relation between the benefits a business is getting by using |

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| | | | | | | social media like sales generation . |
| 2012 | 15. | The takeoff of social media in tourism. | Journal of vacation marketing. | Exploratory study. | • In this paper researcher has shown that social media provides various marketing tools like social media which helps in direct interaction between the companies and customers and even monitor activities of consumers. | • The observation made in this paper is that the airlines are not taking up the segment of customers as they are not able to follow the need of the customers. |
| 2012 | 16. | Use of social media by national | Information technology and tourism. | Exploratory study. | • The researcher has shown the sites | • The major observation made is that the |

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|---|---|---|---|---|---|---|
| | | tourism organizations: A preliminary study. | | | used by the NTO's and they are using number of social media sites for the purpose of marketing. | research is basically based on the research done from google which is not much reliable. |
| 2011 | 17. | The role of marketing in social media: how online consumer review evolve | Journal of interactive marketing | Empirical study. | • In this the researcher has shown that there are few marketing variables which affect the online post behavior of a customer.<br>• The evolution of internet with time has its own impact on the online posting behavior. | • The researcher has taken up the data which vary over a long period of time. He has taken the data of 2001 and then 2008 whereas it could take a gap of one year as the change in the internet era are |

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|---|---|---|---|---|---|---|
| | | | | | | quite fast. |
| 2011 | 18. | The effect of online social media on tourism websites. | 18th international conference on information technology and travel & tourism. | Empirical study. | • The researcher has shown the impact of social media on tourism, the major impact is shown on the popularity of the tourism websites. | • The observation made is that only two social media handle Facebook and twitter are considered whereas other can also be considered. |
| 2010 | 19. | Role of social media in online travel information search | Tourism management | Exploratory study. | • The researcher has shown how the social media market has increased and enhanced the business of travel or has | • The research is an exploratory research where the study conducted is cross section but a better way would |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | promoted tourism.<br>• The social media has made it easy for the people to get information or even look for different travel plans while comparing it with the traditional methods. | have been the study of impact of social media should have been done on the longitudinal manner. |
| | 20. | Impact of social media on tourism and hospitality. | Rashmi Gururaja. | Descriptive study. | • The study has shown that social media has helped the industry in order to have a marketing strategy that has reduced the cost subsequently and helped in | • The study is basically related to the benefit received to the hospitality industry. The consumer perspective is un touched. |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | | increasing the market share. | |

## Research gap

Social Media Marketing has impact upon the tourism has been proved by many of the researchers in the terms of influencing consumer preference. The satisfaction tourists get through the social networking sites of different travel agencieshas not been considered yet. The reliability tourist's show on the social media marketing has also not been taken into account. The emphasis tourist's give to social media before making travel plan has not been taken up. The other aspect is thatsocial media marketing has various platforms through which marketing is done but all are not taken into consideration like Instagram, WhatsApp etc.The research is mostly done internationally and in Indian tourism, no significant research has been done on the state of Rajasthan.

## Relevance of the study

With the increase in the usage of internet the social media has gained popularity which has further resulted in the use of social media as a tool for marketing. The social media is being used in every aspect by the businesses but when point comes to tourism than the impact of social media marketing has been on peek. The influence of the feedback and review by the people on different platforms of social media has been major reason that influences the final decision while planning a holiday.

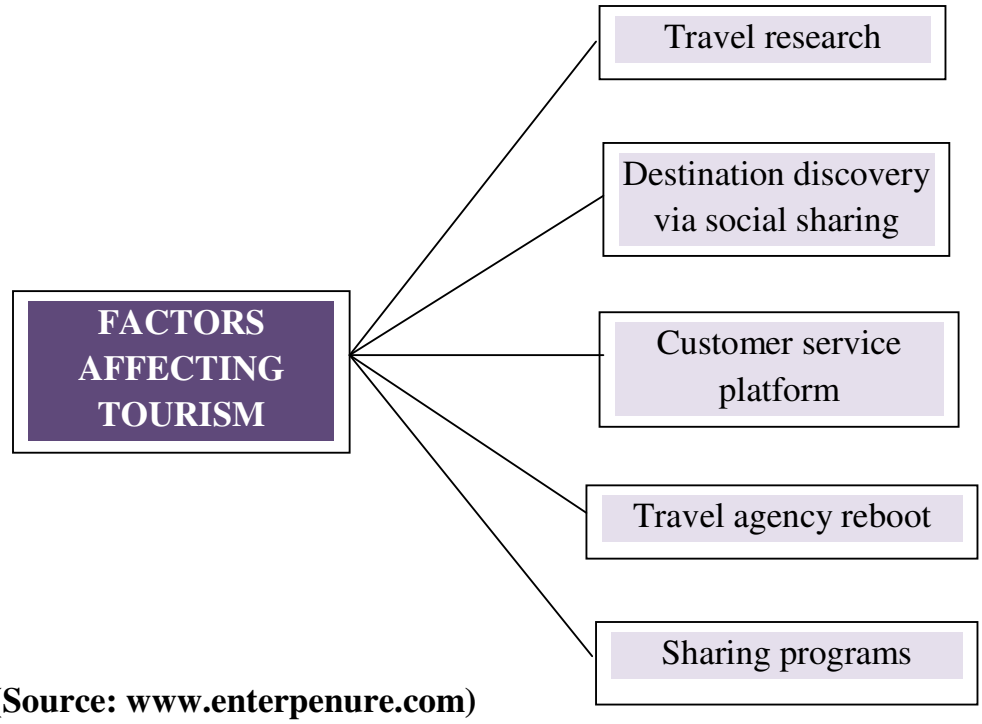
If the impact of social media can be proved on the tourism industry than the companies involved in the travel planning can take up more steps in order to enhance their business with the help of social media.

This study will help one to understand the impact of social media marketing on the consumer preference and decision making while planning a holiday. This study will also help in understanding the trust and reliability that tourists show on the feedback or reviews made by the people on different social media platform. The study would also help to know the companies which get the benefit of being socially active and interaction with the tourists.

When the impact of social media marketing on tourism is searched upon any search engines or and other platform the results show are mostly about the studies conducted internationally. This study is being conducted in context to Indian tourism and to be precise the state of Rajasthan is been taken into consideration.

## Variables under the study

**(Source: All blogging tips )**




**(Source: www.enterpenure.com)**

## Scope of the Study

The proposed study aims at ascertaining the impact of Social Media Marketing on tourism in the state of Rajasthan. The proposed study will be restricted to the factors that affect the decision making of the tourists while planning for travel. This study will revolve around the preferences consumers gives to the reviews and the content shared by the travelers on various social networking sites. The customer perception will be taken into account with the help of Primary Data (Questionnaire), which will be filled by the tourist visiting the state of Rajasthan with the help of travel agencies' present on different social networking sites and in some spheres Secondary Data (Books, Journals, magazines etc.) would also be relied upon for the proposed study.

The social networking sites which will be included in the proposed study would be, Facebook, YouTube, Instagram, WhatsApp, etc. Further the state of Rajasthan will be divided among different cities on the basis of popular tourist places, which would be Ajmer, Bikaner, Jaipur, Jaisalmer, Jodhpur, Pushkar and Udaipur.

There are several travel agencies which provide with travel package and are using social networking sites in order to attract tourists. The travel agencies taken into consideration for the proposed study which are popular in the state of Rajasthan and are approved by Rajasthan tourism are Welcome Rajasthan, Rajasthan tour planner, Royal Rajasthan tour, Aamantran tours, Four wheel drive Rajasthan. There are several other travel agencies used by tourist while planning for holidays popular among them are; Make My Trip, Yatra.com, Booking.com, GoIbibo, Trivago.

## Research objectives

This study aims at:

1. To find the impact of Social Media Marketing on tourism in the State of Rajasthan.
2. To find the factors affecting tourism in the State of Rajasthan.
3. To explore the determinants of Social Media Marketing.

## Hypothesis of the study

### Hypothesis 1

$H_{01:}$ There is no signification impact of Social Media Marketing on tourism.

# Research Methodology

**Research design:**

The proposed study will be based upon the following research design:

| Exploratory | Descriptive | Empirical |
|---|---|---|
| Review of Literature has been under taken and will also be referred to in future. | Presentation of data as it will be derived. | Testing the Hypotheses and validating the proposed model of the study. |

**Data collection**

Data will be collected with the help of questionnaire (collected from the tourists who plan their holiday by using social media). The secondary data will be collected through research paper, publications, journals and web.

**Universe of the study**

The population or universe represents the entire group of units, which is the focus of the study. Thus, the population in the proposed study is the tourist visiting the popular selected tourist destinations in the state of Rajasthan, which comes out to be **6,41,47,766**.

**Sample Size**

The sample will be further divided on the basis of popular selected tourist destination in the state of Rajasthan.

**Sampling process undertaken**

| | Sampling Process Undertaken | |
|---|---|---|
| **1.** | Identifying the Target population | Tourist visiting the state of Rajasthan. |
| **2.** | Specifying the sampling frame | Popular cities of the state of Rajasthan. |
| **3.** | Specifying the sampling Unit | Tourist visiting the state of Rajasthan by using the social networking sites. |
| **4.** | Specifying the Sampling Method | Simple random sampling |

**Tourist visiting the state of Rajasthan (last 5 years)**

| **Cities of Rajasthan** | **2013** | **2014** | **2015** | **2016** | **2017** | **Total** |
|---|---|---|---|---|---|---|
| **Ajmer** | **42,68,896** | **42,78,779** | **45,82,723** | **53,07,182** | **47,11,325** | **2,31,48,905** |
| **Bikaner** | **4,00,192** | **4,14,392** | **4,09,539** | **3,85,544** | **4,18,024** | **20,27,691** |
| **Jaipur** | **16,71,334** | **17,38,386** | **17,97,908** | **21,10,708** | **23,36,655** | **96,54,991** |
| **Jaisalmer** | **1,96,490** | **3,42,475** | **3,50,708** | **4,50,434** | **6,16,606** | **19,56,713** |
| **Jodhpur** | **5,55,846** | **6,59,838** | **7,25,739** | **11,10,895** | **10,38,448** | **40,90,766** |
| **Pushkar** | **27,22,073** | **33,05,353** | **38,55,854** | **40,58,781** | **47,37,678** | **1,86,79,739** |
| **Udaipur** | **8,47,405** | **8,87,056** | **8,92,791** | **9,40,404** | **10,21,305** | **45,88,961** |
| **Total tourist vising these cities in the state of Rajasthan** | | | | | | **6,41,47,766** |

**(Source: Annual progress report, www.tourism.rajasthan.gov.in)**

**Application of sampling Formulae:**

**Krejcie Morgan formula**

Confidence Level = 95 %

Confidence Interval = 4%

Proportion = 5%

Population = **6,41,47,766**

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{C^2}$$

$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.04)^2} = 600$$

$$\text{New Sample Size} = \frac{\text{Sample size}}{1 + (\text{Sample Size} - 1 / \text{Population})}$$

$$= \frac{600}{1 + (600 - 1 / 6,41,47,766)}$$

**Sample Size Determined = 600 (599.99) Respondents**

## Limitations of the study

Although this stage is too early to discuss the limitations of the study but some general limitations of the proposed study that can hinder the accuracy of the results can be:

- The conclusions drawn in the proposed study cannot be stated as universally acceptable.
- The answers of the respondents will be regarded as true.

# APPENDIX

## Scheme of Chapterization

| *Chapter* | *Topic* | *Page No.* |
|---|---|---|
| | **List of Tables** | |
| | **List of Figures** | |
| | **List of Abbreviations** | |
| **1.** | **Introduction** | |
| **2.** | **Review of Literature** | |
| **3.** | **Research Methodology** | |
| **4.** | **Descriptive Analysis and Interpretation** | |
| **5.** | **Empirical Analysis and Interpretation** | |
| **6.** | **Conclusion** | |
| | **Bibliography** | |
| | **References** | |
| | **Webliography (Websites)** | |
| | **Appendices** | |

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